

User Persona

TIP: Duplicate these pages to repeat the exercise for another persona.



Jaime Johnson

Key Attribute

Jaime is an inquisitive person who works in the entertainment industry.

Short Description

Jaime works in the film industry as a producer. Her work involves conversation with directors, including famous ones, and she also must make important decision about what movies to greenlight.

Needs

Jaime could always use an additional source of information that provides insights into trends in the film industry to help her decide which directors would work best for a project and if a film has the potential to be profitable. She could benefit from metrics on variables that are less analyzed, such as genre correlations.

Challenges

Jaime is a busy woman who does not have the time to attempt to understand confusing graphics. She needs the information to be easily understandable and reliable.

Opportunities

My app can help Jaime by providing her with valuable insights into the filmography of top directors in the film industry, allowing her to judge who would best direct a script she is interested in producing. My app will also provide Jaime a graphic which shows correlation across different genres. To address Jaime's challenges, I will make my app intuitive, including a dropdown menu and slider for release date years. Additionally, the app will include an informative paragraph before each graph so she can quickly and easily understand the purpose of each graph and the information it is presenting.

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Mark Bingly

Key Attribute

Mark is a film enthusiast who watches films in his free time and writes a film blog.

Short Description

Whenever a new film by one of Mark's favorite directors is released, he makes it a priority to see it in theaters and write a review in his blog. He makes it a priority to provide his audience a thorough, unbiased report.

Needs

Mark is looking for a way to compare his favorite directors' work in one place to improve his knowledge so he may provide background information to his blog posts. More specifically, Mark wants to compare the success of different directors in the worldwide box office.

Challenges

Despite the years he's spent watching films and writing blog posts, Mark doesn't understand all the technical lingo within the film industry. He can also get easily confused if a graph shows a lot of information.

Opportunities

My app will provide Mark with an easily accessible website with information on all his favorite director's work that he can compare across time using a year slider and dropdown menu to select directors from. To ensure he doesn't get confused by any technical phrases, each graph will be explained thoroughly explained and variables will have easy-to-understand labels. To ensure Mark does not get confused by the amount of information each graph contains, each graph will utilize color-coding by a distinct variable.